Claims

[c1]   A computer implemented method of transmitting electronic voice messages comprising the steps of:

establishing a first SMTP email address, the first SMTP email address having a distinct prefix address and a domain address;

establishing a primary telephone number;

establishing an extension to the primary telephone number, the extension containing alphanumeric characters identical to the distinct prefix address;

establishing a text-to-speech synthesizer responsive to a call to the primary telephone number and extension wherein email messages sent to the first SMTP address are synthesized into computer-generated speech;

establishing a voice digitizing means wherein reply messages spoken to the primary telephone number and extension are converted into an audio computer file and transmitted to a second SMTP address as an email attachment.

[c2]   The method of claim 1 further comprising the step of broadcasting a commercial to callers of the first SMTP email address.

[c3]   The method of claim 1 further comprising the step of surveying callers to the primary telephone number regarding caller demographics.

[c4]   The method of claim 3 further comprising the step of broadcasting demographically targeted commercials to callers according to survey results.

[c5]   The method of claim 3 further comprising the step of offering prize incentives for engaging in survey activities.

[c6]   The method of claim 19 further comprising the step of offering long distance telephone credits for engaging in survey activities.

[c7]   The method of claim 6 wherein the long distance telephone credits are assigned to a preexisting long distance calling card.